# NEW HEALTH-GUARD Filter Makes VICEROY Better for Your Health

Here's the Secret!
The Revolutionary New

**VICEROY HEALTH-GUARD FILTER**

**20,000 tiny Filter Traps Protect Your Health!**

You can see the HEALTH-GUARD filter discolor from nicotine and tars which otherwise might be drawn into your mouth, throat or lungs!

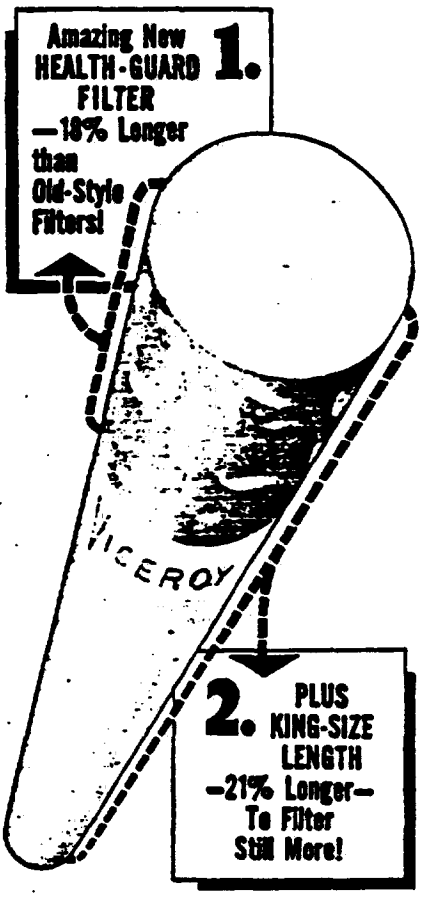
For greater smoking pleasure—for greater health protection, get VICEROYS with the HEALTH-GUARD filter—today!

*Only a penny or two more than brands without filters.*

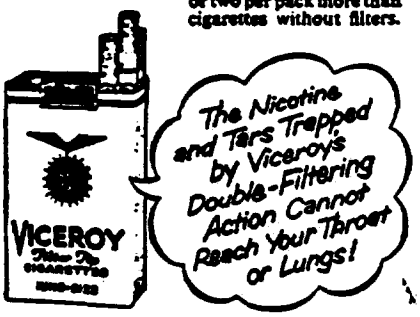
VICEROY Filter Tip CIGARETTES

1953

## New KING-SIZE VICEROY GIVES YOU DOUBLE-BARRELLED HEALTH PROTECTION




Now, for the first time, you can get all the advantages of Filter Tip and King-Size combined in one great cigarette. Yet new King-Size, Filter-Tip VICEROYS cost you only a penny or two per pack more than cigarettes without filters.




**KING-SIZE FILTER-TIP**

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Source: http://www.industrydocuments.ucsf.edu/docs/qnvf0000